

Letting marketing play a more active role in education

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Abstract

© 2016 Taylor & Francis Group, London. Marketing is the art of creating a demand and the process of pursuing existing as well as potential customers. Competition is everywhere; educational service sector is not an exception. Interestingly, the need to “market” their services has not really been felt by Russian education sector, as not so long ago the educational institutions have faced more demand than they could cope with. At some point, it is still especially true for high rank universities. However, a significant demographical decline has intensified competition in this sector.
